



GREATER TORONTO HOCKEY LEAGUE - MEMBERSHIP SERVICES

Background & Organization Overview:

The Greater Toronto Hockey League (GTHL) is a non-profit organization, registering more than 40,000 participants annually from Markham, Mississauga, Toronto, and Vaughan. The GTHL governs minor hockey in the Greater Toronto area, serving players, coaches, and officials and Member organizations. The organization operates in the areas of rules, regulations, officiating, development, events, outreach, and more. The GTHL's provincial governing body is the Ontario Hockey Federation and is a member of Hockey Canada.

Position Title: Coordinator, Events and Communications

Position Type: Full-Time

Starting Date: To be determined

Application Deadline: October 14, 2022

Position Description

The Greater Toronto Hockey League is accepting applications for the Coordinator, Events and Communications position. Under the direction of the Senior Manager, Membership Services and reporting to the Manager, Communications and Marketing, and Manager, Business Development, the Coordinator, Events and Communications is the lead for events and provides communications and marketing support.

Duties & Responsibilities:

Events

- Lead the planning and execution of GTHL Special Events, including but not limited to: I Play in the G, Under-12/13 Challenge Cup, GTHL Top Prospects Game, U18 All Star Festival, OHL Cup, PlayStation Platinum Cup, Pro Hockey Life Cup, GTHL Awards Gala, GTHL Annual General Meeting, and GTHL Legacy Classic Golf Tournament
- Coordinating the Events Team, volunteers, and office staff in event execution
- Develop new events and campaigns to increase the profile of the League and its partners, including alumni engagement, player recognition, GTHL Transition Game/Strategic Plan initiatives, and highlighting GTHL diversity
- Develop and maintain budgets for events as well as increase the financial profile of each event
- Assist in the development and execution of GTHL special projects
- Develop partnerships with post-secondary programs and recruit interns and volunteers for events and other league operations
- Assist in marketing and sponsorships to service all GTHL corporate partnerships by ensuring the proper delivery and execution of sponsor activations and contractual requirements/assets specifically regarding events
- Work closely with Senior Manager and direct managers, as well as several committees, on long term strategic planning
- Maintain important business relationships with external agencies, media, and consultants



Communications

The Coordinator, Events and Communications will provide support to the Communications and Marketing department including but not limited to the following areas:

- Writing and editing, including weekly news letter to Members, monthly Board report to Members, and coordinating information for Member Forum meetings.
- Email marketing and newsletters
- Website updates
- Video editing
- Social media content ideas and creation
- Web and social media analytic reporting

Education and Experience:

- Diploma or Degree in areas of Events, Communications, Marketing or related discipline
- 1-3 years of event management, marketing, and communications
- Experience within a sports organization or non-profit with hockey knowledge is considered an asset

Knowledge, Skills and Abilities:

- Strong working knowledge of all Microsoft Office applications and other computer applications
- Strong planning skills and use of work-backs, run of show plans, and other planning apps and platforms
- Strong organizational/time management skills and ability to handle deadlines and problem solve in time sensitive situations
- Strong communication and presentation skills with attention to detail
- An understanding of social media and digital marketing
- Ability to problem solve in fast paced environments
- Ability to work independently and in a team environment when required to balance hands-on execution with organizing and monitoring other projects
- Strong interpersonal and communication skills and ability to interact and maintain relationships with staff, stakeholders, volunteers, and executives
- Ability to lead and assist in the set-up of events, lift equipment, and be inside a hockey rink for extended periods of time
- A strong passion and desire to drive innovative, creative, and engaging ideas that align with the GTHL's goals both in the event and digital spaces
- Ability to work evenings and weekends as necessary
- Knowledge of key trends in events and event management

Resume and inquiries can be emailed to:

Brian Kyla-Lassila
Senior Manager, Membership Services
BKyla@GTHLCanada.com

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 TORONTO, ONTARIO
 M3K 2B6

The GTHL thanks all individuals for their interest. Only those candidates selected for an interview will be contacted.

(416) 636-6845

The Greater Toronto Hockey League is an inclusive employer. Accommodation is available under the Ontario Human Rights Code.

(416) 636-2035

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www.GTHLCanada.com

